



Cooperative Education Report

Consumer adaptation of a new brand: A case of Hajurlai Namaste Trade link

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Title: Consumer adaptation of a new brand: A case of Hajurlai Namaste Trade link PVT.ltd

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We have approved this cooperative report as partial fulfillment of the cooperative education program semester 2/2021.

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Abstract

This Cooperative report entitled “Consumer adaptation of a new brand: A case of Hajurlai Namaste Trade link Pvt. Ltd” incorporates details on the FMCG department and brands for Hemas Holding PLC. . The study's goals are to (1) describe marketing department roles and activities, (2) describe how branding is relevant in a personal and baby care business, and (3) describe what types of marketing strategies are used in the personal and baby care industry. With the business, I was assigned to work as a marketing intern in the marketing department, with key responsibilities including consumer demand analysis, collecting product reviews from consumers, learning about customer behavior using strategic planning approaches on the products, and brand name research on competitors' products. It was discovered that comparing competitors' goods to ours and determining the product's market position, as well as all of the responsibilities mentioned above, relate to the goal of my report.

After completing the internship, it was discovered that the dilemma could be overcome by understanding the company's marketing strategy. In this case, I was able to learn more about how the food industry manages its customers' demands by delivering excellent service and meeting their needs, which is very useful information for my future career development.

Keywords: *FMCG(Fast-moving consumer goods), Personal care and baby industry, Brand Management, Personal care product.*

Acknowledgment

I'd like to express my gratitude to Siam University and Kathmandu College of Management for providing me with the opportunity to work at various companies and fields each year, which allows us to broaden our interests and determine our specific career goals.

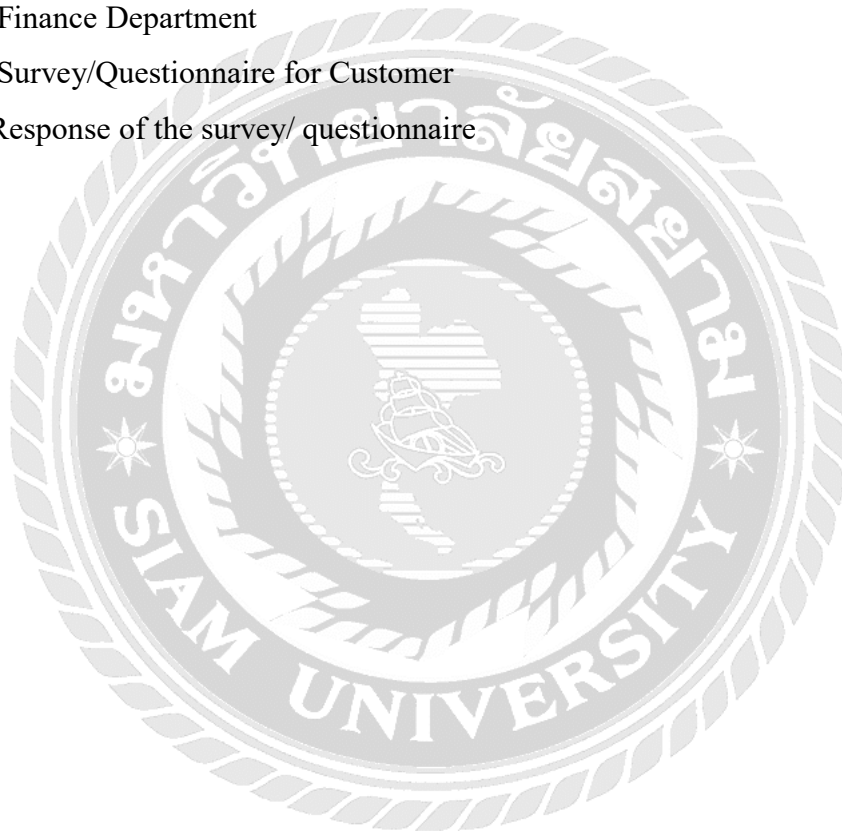
Mr. Tara Bahadur Kunwar and Ms. Melina Kunwar, the company's managing director and Manager, are also to be thanked. Who, as my immediate supervisors, have led me during my tenure at Hajurlai Namaste Trade Link Pvt. Ltd. and have allowed me to work on this project. Their continuous guidance aided me in gaining proper knowledge and working in a simple and pleasant working environment. I'm also thankful to the organization's entire staff for creating a welcoming atmosphere that made the learning process much more efficient and effective. Therefore, I consider myself a very lucky individual as I was provided an opportunity to become a part of this program. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period and encouraged me throughout my working days.

Last but not least, I would like to thank Asst. Prof. Maruj Limpawattana and Mr. Chantip Suksai for providing their assistance for the successful administration, coordination, and supervision of the whole co-op program. The co-op program would not have been successful without their envisionment and direction. I would also like to extend my appreciation to Mr. Aj. Yutthana Srisavat for providing academic supervision to me for the co-op program. I would also like to thank Ms. Laling Lama for guiding me in the development of my internship report. I humbly extend my gratitude towards all who helped me in the successful completion of the internship and the co-op program with Siam University. I hope that I can build upon the experience and knowledge that I have gained from the company. I will endeavor to utilize the aptitudes and information that I have learned in an ideal way.

Contents

Abstract	3
Acknowledgment	4
Chapter 1 INTRODUCTION	7
1.Company Profile	7
1.1 Organization's Mission	7
1.2. Organizations Vision	7
1.3.Strategies of the company	7
2. Organizational Structure	9
2.1. Organizational Structure	9
2.2 Your job position	10
2.3 Your job position in the company's organizational structure	10
3. Your intention and motivation to choose this company as your CO-OP studies workplace	10
4. Strategic analysis of the Company	11
2.5. Objective of study	13
Chapter 2 CO-OP STUDY ACTIVITIES	13
2.1 Your job description	13
2.2. Your job responsibilities, work duties	14
2.3. Activities in coordinating with co-workers	15
2.4. Your job process diagram	15
2.5. Contribution as a Co-op student in Company	15
Chapter 3 LEARNING PROCESS	16
3.1. Problem/ Issues of the Company	16
3.2. How to solve the problem	17
3.3. Recommendations to the Company	17
3.4. What you have learned during the Co-op Studies	17
3.5. How you applied knowledge from coursework to the real working situation	19
3.6. Special skills and new knowledge you have learned from this Co-op Studies	19

CHAPTER4. Conclusion	20
4.1. Summary of highlights of your CoOp Studies as this Company	20
4.2. Your evaluation of the work experience	21
4.3. Limitation of your Co-op	21
4.4. Recommendations for the company	22
References	23
APPENDICES	24
Appendix 1: Me and my co-worker in the office before lockdown	24
Appendix 3: Finance Department	25
Appendix 5: Survey/Questionnaire for Customer	26
Appendix 6:Response of the survey/ questionnaire	28



Chapter 1: Introduction

1.1. Company Profile

Hajurlai Namaste TradeLink Pvt.Ltd was established in Nepal in 1994. It is the market leader in heavy equipment spare parts, with dealerships for world-renowned product brands such as ITR, GP, and Korean breaker USB. It has now formed a new FMCG dealership with Hemas, a Sri Lankan public company with a diverse business portfolio. Kumarika (hair care products) and Baby Cheramy (baby care products) are two of the brands that HNTL distributes in Nepal.

It has been one and a half years since the brand first arrived in Nepal, and in February, HNTL officially launched the product in Nepal with the participation of Mr. Roy Joseph, managing director of Hemas Manufacturing Pvt. Ltd. Its headquarter is at Kathmandu to provide the products consumers with the best quality product to increase the profitability of the consumers.



1. Organization's Mission

The mission of the organization is to become most trusted brand when it comes to quality products, agency and services in the market.

1.1.2. Organizations Vision

The organization vision is to be the no.1 destination in their respective fields

1.1.3. Strategies of the company

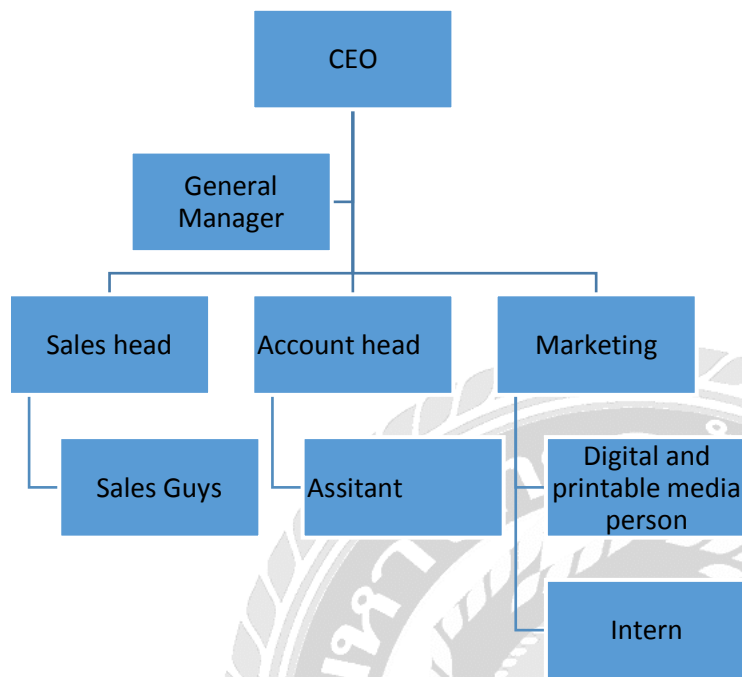
Consumers are at the core of this company. They place a greater emphasis on consumers because they have a basic right to the highest quality product and to not be deceived about the product they are purchasing and using.

Other strategies are:

- To have a wide range of products available as per the consumer needs.
- Entering into a new portfolio of consumer brands that delight Nepali consumer
- Affordable products and services
- Delivering quality parts and services to the customers who need it



1.2 Organizational Structure



1.2.1 Your job position

The company where I worked was primarily concerned with supplying customers with high-quality, goods at reasonable prices.

Melina Kunwar was my supervisor when I was working. My supervisor has taught me a lot of new skills. There were various tasks such as collecting goods, keeping track of products, determining quality, updating content on social media, determining the organization's place in the market, and receiving input from customers.

1.2.2 Your job position in the company's organizational structure

The organization is committed to offering higher-quality services to its customers. I operated under the marketing department's supervision. I was supposed to report directly to her. During my internship, I was the only intern in the marketing and branding department.

I was a marketing intern, and my responsibilities included developing data collection methods, contributing concepts, and providing input to my superiors on marketing posters and designs, as well as gathering client data to enhance service and product management.

1.2.3. Your intention and motivation to choose this company as your CO-OP studies workplace

My intention and motivation to intern in Hajurlai Namaste Trade Link Pvt.Ltd is to know more about how the customers like us who are influenced by the marketing of the products. How customers' perspectives differ when they see how their items and things are designed and distributed in a good manner. As FMCG products are mass products and targeted consumers are from various classes and ethnic backgrounds, I wanted to experience how this industry works and learn about how supply chain management has a key role in all this. This is also the reason I was motivated more towards this company for doing an internship as it also aligns with my future career plan.

2. SWOT analysis of the company

Strength

- Unique packaging
- Competitive price
- Problem-focused products

Weakness

- Marketing is low
- The new product has less belief from the consumer
- Supply chain management

Opportunity

- Emerging middle class
- Increasing in the purchasing capacity
- Increasing more range to cater into the new category of FMCG sector.

Threat

- Lots of established players in the same industry
- Government taxation rate on the products
- Change in consumer preference

2.5 Objective of the study

I wanted to learn as much as I could while working at Hajurlai Namaste Trade Link Pvt. Ltd. During the internship, I was also able to put my theoretical knowledge into practice in the marketing area in a real-world setting. So, during my internship, my report's objectives were as follows:

1. Describe the marketing department's tasks and responsibilities.
2. Explain why branding is vital in a fast-moving consumer goods company.
3. Describe the types of marketing methods used in the fast-moving consumer goods (FMCG) business.



Chapter 2 INTERNSHIP ACTIVITIES

2.1 Your job description

Job title: Marketing Intern

Company name: Hajurlai Namaste Trade Link Pvt.Ltd

General tasks: research, surveying, feedback, sales, helping in content creation, and generating ideas are some of my tasks.

Location: Kathmandu

Salary: not paid but lunch was provided

2.2. Your job responsibilities, work duties

As a marketing intern, I was given a variety of responsibilities and positions, which are listed below:

- a. determining the product's market position. determining how customers judge branding.
- b. Receiving product feedback from customers. : For the feedback, I needed to phone the consumers and ask if they liked the product and how their experience with our products was, which was done both by word of mouth and by filling out a survey.
- c. Consumer demands are being researched.
- d. Investigating the products of competitors. Analyzing competitors' ideas, such as what they are doing or inventing new items. These were mainly done by looking into their social media accounts, websites, and news about their competitors.

e. When comparing competitors' products to our own, ask yourself, "How are we different from them?" Giving away certificates to customers, for example, or providing customers with incentives

f. Formatting papers in Nepali text

g. Customer perceptions of branding:

1. Product features and design

2. Brand communication

3. Social responsibility

4. Location

5. Cost

6. Perceived self-perception

2.3 Mini process diagram for each job responsibility/General process flow of the company

My internship ran from 10:00 a.m. until 5:00 p.m. before the lockdown. I needed to go to my internship and then speak with the marketing department's boss. She is the one who assigns me tasks and instructs me on how to complete them. She used to bring me along to her day-to-day meetings for the external experience. During meetings, I was also required to write down the topics discussed, and if I had any suggestions, I had the opportunity to share them with her. I also had to sell the products in the marketplaces to a variety of wholesalers and retailers, which allowed me to observe how they communicate and brand their items in the marketplace. I also assisted with the documentation. . Also traveling on a field trip outside of Kathmandu to check in with dealers and assess market performance, and arranging an expo, providing the agency, and representing the company at the stall before lockdown.

After the lockdown was implemented, all work was moved to an online platform, and the majority of my work consisted of research and participation in meetings.

2.5. Contribution as a Co-op student in the Company

I believe I have made a significant contribution to our company. I took every task that was given to me very seriously. My contribution to the company as an intern was to assist with the company's daily marketing and networking efforts. My job entailed keeping track of a variety of data, such as which product has a larger demand than another. All of the surveys and feedback were kept on excel sheets, which allowed the company to focus more on the product that the customers wanted.

One of the most significant activities for the department during the final months was to record comments on FMCG products in terms of performance, quantity, and quality. I've also attended meetings where I was requested to provide input and ideas to my superiors, which I found to be beneficial to the department. I also expressed a desire to learn new skills. During my first week on the job, I researched and learned about the software that the company utilized to function and accurately give data.

During the second week, I was also forced to type in Nepali several documents that were required by banks and other vendors for record-keeping.

I'm grateful because my internship allowed me to learn a lot. I was able to expand my knowledge, inspire myself, and so on. They have been an excellent supervisor and support network for me, and I am grateful to them. I've had a lot of fun with the experience and the knowledge I've received.

Chapter 3 LEARNING PROCESS

3.1. Problem/ Issues of the Company

I was the lone intern in the marketing department during my internship. I've had to endure numerous trials, all of which have taught and matured me in various ways. During my internship, my primary issue was that I couldn't use the software program that my employer used. Because I was new to the organization and because of the lockdown, I was unable to utilize the firm's software. As we needed to plan content and create marketing activities to reach out to many customers as possible, as I was a fresh graduate and I had less experience with the designs and campaign effectiveness, I couldn't provide many ideas. Other issues I faced throughout my internship included being unable to stay in touch with projects owing to the lockdown, as well as finding it difficult to move from one location to another on certain days due to the odd-even rule implemented in my nation.

3.2. How to solve the problem

The problem was overcome when I realized that I needed to first learn how to use the software provided for recording and data management. The surveyors were favored because of their understanding of how it operates and produces results after all the essential data, such as product demand. As a newcomer and the department's lone intern, I had to start from the beginning to understand the process and how it operates in order to produce correct findings. I was able to utilize it properly after a few weeks of practice. I was able to assist and collaborate effectively with my superiors, allowing my department to reduce workload and function more efficiently than previously. For the marketing campaign and creative post idea, I would learn from the marketing agency hired by the company and previous ads run by the company. Also, I researched the competitor's campaign and try to provide the best feedback to the company.

The corporation might have eliminated the additional issue of travel by providing a business vehicle to pick up and drop off the employee. So that we may all is accessible for any job in the organization.

3.3. Recommendations to the Company

As a result of this organization providing me with a great deal of expertise and expertise. There are just free recommendations to the corporation, which may have separated the personnel into groups with timetables and schedules even during Covid-19. As a result, the company would have continued with its physical activities while maintaining social distance and safety. They should have a long-term strategy because most employees, including me as an intern, did not receive adequate guidance when the lockdown was enacted across the country. We couldn't figure out which media the company used for internet meetings. It was later resolved, although it may have been earlier.

3.4. What you have learned during the Co-op Studies

Interning at Hajurlai Namaste Trade link Pvt Ltd has been a fantastic experience for me. I've learned a great deal about how the fast-moving consumer product industry works. It emphasizes not just bringing in new business and development, but also the development of personnel. It taught me how important marketing and communication are in the rapidly growing FMCG business. I also learned how digitization has taken over the sector and how to rapidly locate and accomplish the job that needs to be done. I also learned about the importance of branding and how it affects a company's bottom line.

I also learned why marketing and communication are important in the fast-moving consumer industry. The following are some of the reasons why we need branding and packaging:

- Set the products apart from those of competitors.
- Branding facilitates communication and networking.
- It establishes a relationship with the customers.
- Positive word-of-mouth from customers
- Increases advertising effectiveness
- Establishes a link between the customer and the company.
- Used survey platforms such as Google Forms and Survey Monkey to conduct the survey.

The most important thing you need to know, I learned, is which level of marketing communication techniques are used in the fast-moving consumer products sector. My business made advantage of marketing communication techniques (sales promotion, advertisement, etc.) How the research will be carried out, for example, a poll of customers regarding the products given to them. We need to grasp the aim of marketing communication tools used in the fast-moving consumer products sector while doing them, such as raising sales and reducing inventory. Personal sales, direct marketing, sales promotions, and advertisement are just a few of the marketing communication tactics utilized by fast-moving consumer products firms.

The satisfaction of your consumers' demands is the focus of a marketing-oriented approach. When it comes to a product that is regarded as a personal care product, it must be focused on the customer's basic physiological needs. Other functional characteristics that must be considered include quality, design, image, packaging, and presentation, as well as when the product is offered to the client. The marketing strategy should be based on creating the right marketing mix to get the desired response from customers.

3.5. How you applied knowledge from coursework to the real working situation

As a marketing student, I learned about brand management in college, and I believe it is extremely important in the Fast-moving consumer products or non-food sector. I have firsthand knowledge of and was able to distinguish between brand image and brand identity. I've come to understand how brand image translates into one thing and brand identity into another. Brand identity relates to what a brand should ideally stand for, whereas brand image refers to what a brand already is.

We've always been taught about the benefits of communication, leadership, networking, interpersonal skills, and punctuality in theory, but in practice, we tend to experience and build it ourselves. As a result, the organization was quite severe about time management and deadlines for any projects assigned to them. I was able to participate in meetings and present my views to my bosses and coworkers.

Coursework and real-world experience provide us with information that is vastly different from what is available. For example, while studying business research, we were taught about data gathering limitations, but in reality, the type of data obtained determines the actual limitation. The

SWOT Analysis is the cornerstone of any marketing plan. I was allowed to work on its SWOT Analysis, which was completed by my supervisor, to understand more about the industry and the prospects it presents. I'd like to study how they come up with ideas and make decisions. I learned a little about the type of thinking and data needed to complete it. I was taught that when conducting work or a job, you must properly and investigate the subject you are working on, such as in my case, I needed to know about Nepal's fast-moving consumer goods industries and the possibilities for developing new items in our country.

It may be simpler for me to study and achieve good grades for coursework, but in real life, I found it challenging.

3.6. Special skills and new knowledge you have learned from this Co-op Studies

Soft Excel skills, company software, communication skills, digital and sales marketing soft skills, and time management are among the specific abilities I was able to master throughout my internship. Another new thing I've discovered is how to perform REG analysis.

REG analysis is a type of analysis that identifies which areas, such as hotels, tourism, technology, and the food industry, are most affected by the disaster Covid-19 and what can be done to mitigate and ameliorate the situation.

1. Red (R) - negatively impacted

Ember (E) is a significantly afflicted species.

3. Green (G) indicates that the area is unharmed.

I should always have a backup plan, also known as a backup plan. It will assist me or any organization in efficiently responding to a major future incident or circumstance that may or may not occur. When confronted with challenges, I realized that I should not employ the same techniques every time, but rather respond to situations in an unlimited variety of ways, as this Covid -19 has taught me.

CHAPTER4. Conclusion

4.1. Summary of highlights of your Coop Studies as this Company

Getting an internship and stepping into the corporate world as a student is a huge opportunity. It is a significant step forward in our development. As a marketing major, I completed my internship at a fast-moving consumer product firm, where I applied what I had learned in my academic courses about marketing. It was quite beneficial to me. Because I have a basic understanding of this industry, it has been simple for me to keep up with the company's day-to-day marketing and branding operations.

I believe I was able to make a significant contribution to the organization. I committed myself to work actively in the organization and not letting anything get in the way. I finished the entire job within the allotted time or even ahead of schedule. I accomplished all of the tasks and obligations that were assigned to me. I was helpful to my elders and took the initiative to learn new things daily. My boss was also open to the possibility of hiring me in the future.

It has not only helped me grow my self-confidence but has also taught me to be patient during my internship. It has aided me in developing effective communication skills as well as improving my public image. As a result, I feel I will be able to pursue a career in marketing in the future.

4.2. Your evaluation of the work experience

Overall, my time at this company was beneficial. Even throughout the pandemic, I was able to pick up a lot of new knowledge and abilities. I've had the opportunity to participate in a few meetings where I was able to provide input and thoughts. I have a unique viewpoint on what marketing in the food industry entails and should include. If the limits and loopholes are addressed, the company will be able to lead as an FMCG firm in Nepal without difficulty.

- Illusive information can be provided by the customer as they might just be filling out the questionnaire and surveys
- Travel restrictions due to lockdown
 - Due to the time constraints, I was unable to thoroughly research the market and projects, increasing the likelihood of study errors.

The organization might have handled the travel management and created a plan ahead of time to efficiently use the time to continue working on weekdays for the suggestions. As a marketing

major, I discovered a flaw in the company's website, which had not been properly designed and utilized to its maximum potential. When it's difficult to meet physically with clients, Covid-19 should employ more marketing techniques and platforms to extend their promotions. Also, the company needs to partner up with a professional agency to create content in context to the present time. As we know promotion ways have change majorly so to catch up, the company must step up and create a campaign that brands will provide products to help the company reach many people and which leads to great sales.



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APPENDICES

Appendix 1: Sales counter at HNTL

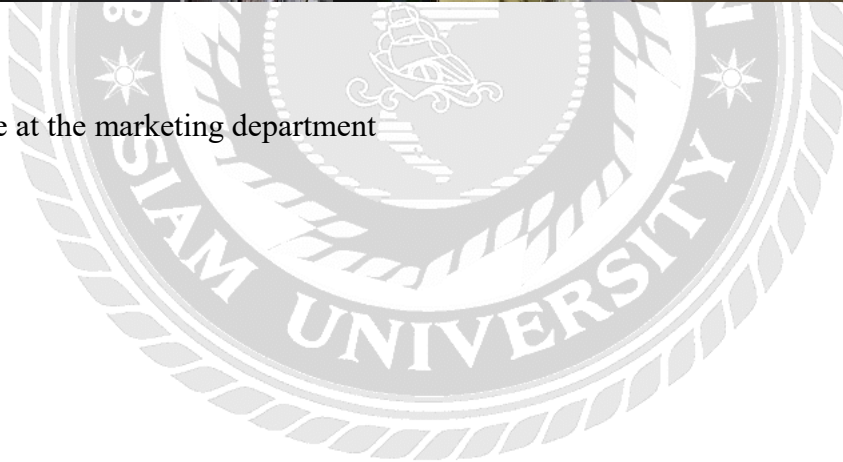


Appendix 2: Account department

Appendix 3: Kumarika and baby creamy display at the office.



Appendix 4: Me at the marketing department





Appendix 5: Survey/Questionnaire for Customer

1	What is your Gender?
a	Male
b	Female
2	What age category do you belong to?
a	less than 20
b	20-40
c	40-60
d	over 60
3	What is your occupation?

a	Student
b	Employed
c	Housewife/ Husband
d	Other
4	Which of the following categories of income do you belong to?
a	less than 20,000
b	>20,000
c	>60,000
d	> 100,000
5	Do you eat rice as part of your diet?
a	Yes
b	No
6	Have you ever tried products from our brandsTo Kumarika and Baby Cheramy?
a	Yes
b	No
7	Does quality play an important role in purchasing?
a	Yes

b	No
8	Does packaging play an important role in purchasing?
a	Yes
b	No
9	Does price play an important role in purchasing?
a	Yes
b	No
10	Does the branding of the product play a vital role while purchasing?
a	Yes
b	No
11	What is your feedback to the organizations?

Appendix 6: Response of the survey/ questionnaire

The study was carried out based on the responses provided by the respondents. In order to perform this study, 50 consumers were chosen as respondents and their opinions and input on the brand and companies were sought. Many consumers answered the poll by expressing their desires for the product.

When it came to the quality, brand, packaging, and price of the goods, the majority of the respondents said yes.

The majority of consumers are concerned about the brand they choose, the quality of the product, and the price they pay when using it. The age group of 18 to 40 years old had the highest number of respondents.

